

PREFACE AND METHODOLOGY OF STUDY

I PREFACE:

Sangli District in Western Maharashtra has a adequately developed co-operative milk societies structure at the village level. At the Taluka level, the various Taluka Co-operative milk Unions, collect the milk from the village level co-operative milk societies, in their respective talukas and sent the milk for processing and milk by-product production to the Government Milk Scheme, Miraj. The Government Milk Scheme, Miraj in the absence of the District Co-operative Milk Federation processes the milk at its dairy plant located at Miraj. As prudent marketing strategy, the District Co-operative Milk Federation or the Government Milk Scheme, has to undertake sale of processed whole-milk as also undertake manufacture of milk by-products, such a policy ensures the sale of increased milk procured, due to the growth of dairy farming in the rural areas. Further, due to the growth of milk production, the dairy industry, particularly in Western Maharashtra, has to depend mainly on one market namely Bombay Region for the sale of its whole-milk. To avoid, over dependence on one market, it is appropriate to undertake milk by-product production also, which has growing demand from other agencies and other dairies. Such a marketing strategy helps to secure better prices to the farmers. The Government Milk Scheme, Miraj has adopted such a marketing policy and hence the study is undertaken to analyse the working of Government Milk Scheme, Miraj and to

study its policy of sale of whole-milk and milk by-product production.

II OBJECTIVES OF THE STUDY:

The study mainly aims to analyse the working of the Government Milk Scheme, Miraj in relation to:-

- a) collection of milk,
- b) processing of milk,
- c) marketing of milk and milk by-products and schemes for backward linkages if any of the Government Milk Scheme, with the Primary Co-operative Milk Societies at the village level.

III METHODOLOGY OF THE STUDY:

The study is based essentially on secondary data and primary data available with the Government Milk Scheme, Miraj and the Taluka Co-operative Milk Unions. Comparative data of the last ten years i.e. from 1981-82 to 1990-91 is analysed. For data analysis statistical tools like, Annual Growth Rates, Ratio Analysis etc., are used. In addition, interview method was also adopted to get information and opinion of the Government Milk Scheme Officials, Co-operative Leaders in the District etc., to ascertain their views on the present structure of Co-operative Milk Societies in Sangli and their opinion on alternative Federal Form of Co-operative structure.

..

IV CHAPTER SCHEME:

The study is divided into the following chapters.

CHAPTER-I:

Importance of Co-operative Dairy Industry in India.

CHAPTER-II:

A Brief Review of the Co-operative Dairy Industry in Maharashtra and Sangli District.

CHAPTER-III:

Analysis of the Working of the Government Milk Scheme, Miraj.

CHAPTER-IV:

Conclusions and Recommendations of the Study.